

Potrero

Key Issues

- Remote location along highway 94, community contains only five paved roads
- Residents are groundwater and septic dependent
- Twin Lakes Park, located on Potrero valley Road, contains commercial uses that are not commercially designated, and primarily serve the park residents and traveling public
- One commercial request outside of the “village” area, along highway 94. The parcel is + 36 acres, and severely constrained. 1-acre has been graded (using an agricultural grading permit) for future commercial use. Graded area has line-of-site issues with the highway. (Herzog property)

Planning Group Direction

- Migrate town center along Potrero Valley Road from highway 94
- Supports Herzog request for commercial on property, whole or portion

Additional Staff Analysis/ Recommendations

Staff conditionally supports Planning Group direction for the town center migration (Hec-2 study to re-map floodplain along highway 94). Staff does not support the Herzog request

ERA Needs Analysis (all numbers in acres)

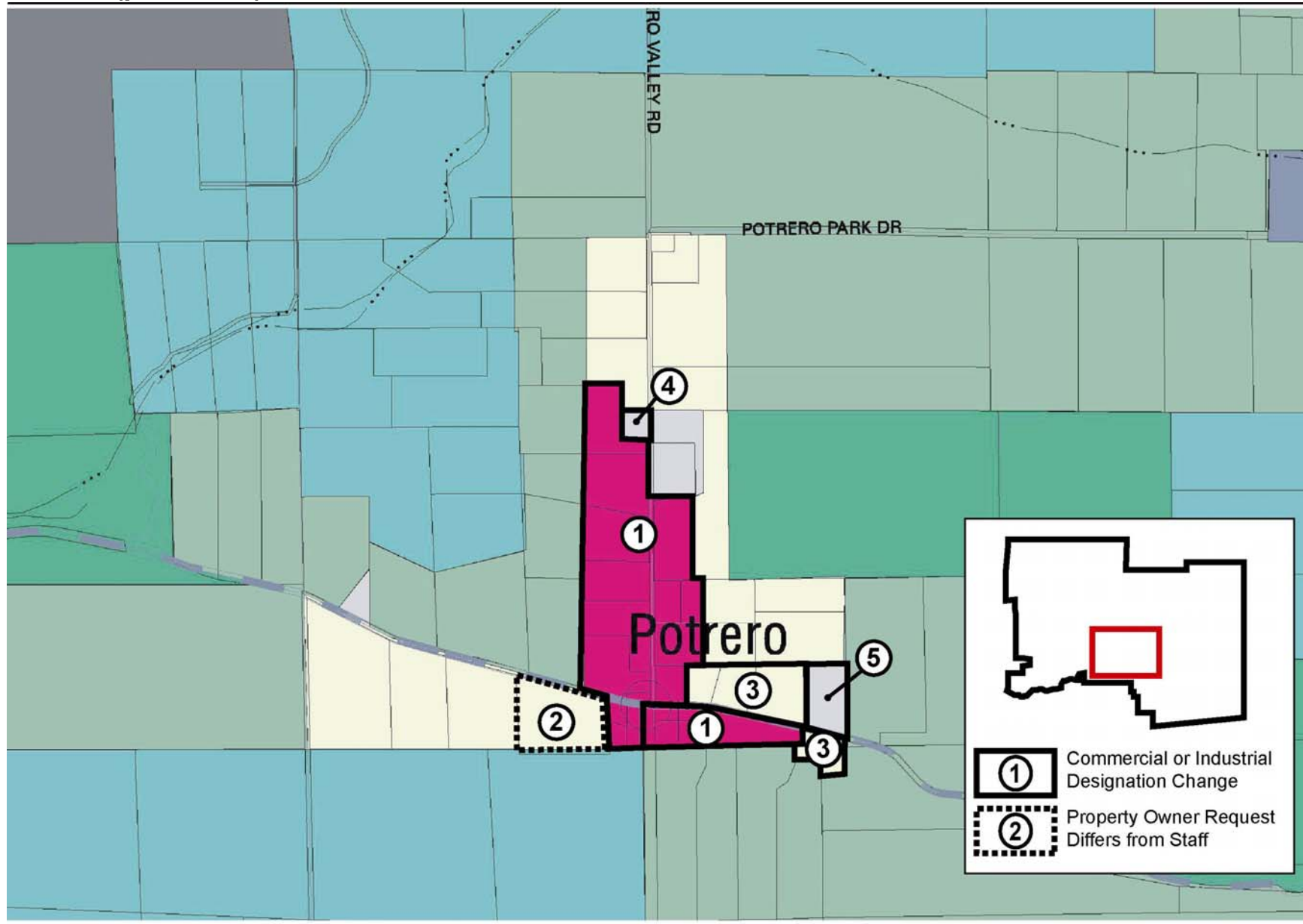
	Projected Demand	Existing General Plan	Surplus/ (Deficit)	Proposed General Plan	Surplus/ (Deficit)
Commercial	5	15	10	30	25
Industrial ¹	25	226	200	286	261
Office ¹	9	51	42	39	30

¹ Industrial and Office numbers are for the entire Mountain Empire Subregion

Note: All numbers are rounded to the nearest whole number

Source: Economics Research Associates, County of San Diego

Potrero (portion of)



#	Proposed Land Use			Existing Conditions	Rationale for Staff Recommendation
	Staff	CPG/CSG	Owner		
1	(C-4) Rural Commercial	(C-4) Rural Commercial	No recommendation submitted	<i>Total Area:</i> Approx. 50 acres <i>Current Use:</i> Undeveloped / Residential <i>Existing GP:</i> (18) Multiple Rural Use	<ul style="list-style-type: none"> Community desire to migrate future village to Potrero Valley Road Commercial uses proposed as Rural Commercial Consistent with Community Development Model Staff supports Planning Group recommendation
2	(SR-4) Semi-Rural	(C-4) Rural Commercial	No recommendation submitted	<i>Total Area:</i> 7.95 acres <i>Current Use:</i> Undeveloped <i>Existing GP:</i> (18) Multiple Rural Use	<ul style="list-style-type: none"> Commercial demand already exceeded to accommodate future village Desire to migrate commercial uses away from Highway 94 Consistent with Community Development Model Staff does not support community recommendation
3	(SR-4) Semi-Rural	(SR-4) Semi-Rural	No recommendation submitted	<i>Total Area:</i> 10.15 acres <i>Current Use:</i> Civic / Residential <i>Existing GP:</i> (13) General Commercial	<ul style="list-style-type: none"> Community desire to migrate future village to Potrero Valley Road Uses are consistent with proposed Semi-Rural land use Consistent with Community Development Model Staff supports Planning Group recommendation

#	Proposed Land Use			Existing Conditions	Rationale for Staff Recommendation
	Staff	CPG/CSG	Owner		
4	(PF) Public Facility	(PF) Public Facility	No recommendation submitted	<i>Total Area:</i> 0.92 acres <i>Current Use:</i> Cemetery <i>Existing GP:</i> (18) Multiple Rural Use	<ul style="list-style-type: none"> Recognizes existing use Consistent with public designations used throughout County Staff supports Planning Group recommendation
5	(PF) Public Facility	(PF) Public Facility	No recommendation submitted	<i>Total Area:</i> 3.6 acres <i>Current Use:</i> CDF (Fire Station) <i>Existing GP:</i> (13) General Commercial	<ul style="list-style-type: none"> Recognizes existing use Consistent with public designations used throughout County Staff supports Planning Group recommendation
6	(RL-40) Rural Lands	(C-4) Rural Commercial	(C-4) Rural Commercial (Herzog)	<i>Total Area:</i> 36.65 acres <i>Current Use:</i> Undeveloped <i>Existing GP:</i> (18) Multiple Rural Use	<ul style="list-style-type: none"> Site is topographically and environmentally constrained (wetland and floodplain, slopes >25%) Line of site issues on curved portion of Highway 94 entering / exiting proposed site Request not consistent with projected commercial demand Isolated commercial location far removed from other commercial areas